



CENTER
FOR
TECHNOLOGY
AND
ADMINISTRATION

presents

**THE INSTITUTE ON
ADVANCED COMPUTER
PROGRAMMING
May 10-13, 1965**

at

EXECUTIVE HOUSE
1515 RHODE ISLAND AVE., N.W.
WASHINGTON, D. C.

THE AMERICAN UNIVERSITY INVITES YOU

PURPOSE:

To examine the relationship between advanced programming concepts and systems and the more progressive utilization of computers by management.

ENROLLMENT: This program is particularly designed for individuals in government and industry whose management responsibilities entail either the supervision of the operation of information processing activities or decision-making exploiting the capability of computers.

COST OF INSTITUTE: The tuition fee is \$175.00. This includes luncheon each day and any materials that may be distributed for background. A copy of any proceedings of this Institute that may be published will also be sent to each enrollee.

LOCATION AND SCHEDULE: Institute sessions will be held at the Executive House, 1515 Rhode Island Avenue, N.W., Washington, D. C. The daily schedule will normally be from 9:00 a.m. to 5:00 p.m., May 10 through May 13, 1965.

REGISTRATION: Registration will take place on May 10, 1965, from 9:00 a.m. to 10:00 a.m., the first day of the Institute, at Executive House, 1515 Rhode Island Avenue, N.W., Washington, D. C.

SPONSORSHIP: The Institute is under the joint sponsorship of the School of Government and Public Administration, the School of Business Administration, and the Department of Mathematics and Statistics, The American University.

FOR FURTHER INFORMATION: Write Mr. Paul W. Howerton, Director, Center for Technology and Administration, The American University, 2000 G Street, N.W., Washington, D. C. 20006—or telephone 783-4940.

INSTITUTE ON ADVANCED COMPUTER PROGRAMMING

Theme: Relationships between Advanced Programming Concepts and Systems
and the More Progressive Utilization of Computers by Management

Dr. Jack Moshman (CEIR), Director

TENTATIVE PROGRAM

MONDAY—MAY 10, 1965

OPENING OF THE INSTITUTE

Address of Welcome
Program Orientation
Introduction to Sessions

SESSION I—Keynote Address

Dr. John W. Carr III, University of Pennsylvania

LUNCHEON SPEAKER

SESSION II—Management Information Systems

Moderator—Prof. Adrian McDonough, University of Pennsylvania

Speakers

Mr. William Hillemeyer, C-E-I-R, INC.
Dr. Walter Simonson, Burroughs Corporation
Mr. Jack W. Smith, NAVCOSSACT

TUESDAY—MAY 11, 1965

SESSION III—Programming for Effective Information Retrieval

Moderator—Mr. W. M. Carlson, Office of Secretary of Defense

Speakers

Mr. C. J. Austin, Library of Medicine
Prof. J. Belzer, University of Pittsburgh
Mr. Ezra Glaser, U. S. Patent Office

LUNCHEON SPEAKER

Mr. Edmund D. Dwyer, Data Processing Coordinator, GSA

SESSION IV—The Relationship between Advanced Programming Concepts and Time-Sharing

Moderator—Dr. M. E. Terry, Bell Telephone Laboratories

Speakers

Mr. J. M. Wells, AT&T
Mr. J. A. Harr, Bell Telephone Labs.

WEDNESDAY—MAY 12, 1965

SESSION V—The Importance of Standards in Advanced Programming (Panel Discussion)

Moderator—Mr. Howard Bromberg, C-E-I-R, INC.

Panel Discussants

Dr. Franz Alt, National Bureau of Standards
Mr. J. A. Gosden, Auerbach Corporation
Prof. S. Gorn, University of Pennsylvania
Mr. R. E. Utman, J. C. Penney Company

LUNCHEON SPEAKER

Mr. Abe Rothman, Deputy Assoc. Commissioner for Systems Analysis, Bureau of Labor Statistics.

SESSION VI—Simulation Languages and Programming

Moderator—Dr. G. B. Hawthorne, Jr., The Mitre Corporation

Speakers

Mr. G. Gordon, IBM
Mr. S. A. Shellans, Esso Research
Mr. J. H. Weber, Bell Telephone Laboratories

THURSDAY—MAY 13, 1965

SESSION VII—Reciprocal Impact of New Programming Techniques and Hardware Design (Panel Discussion)

Moderator—Dr. Werner Reinboldt, University of Maryland

Panel Discussants

Dr. R. F. Clippinger, Honeywell
Mr. Burton Grad, IBM
Dr. J. W. Weil, General Electric

LUNCHEON SPEAKER

Honorable Roman C. Pucinski, U. S. Congress

SESSION VIII—What the Future Holds for Advanced Programming Systems

(Panel Discussion)

Dr. Jack Moshman

ADVANCE NOTICE

Center for Technology and Administration
announces

The Institute of Management through Data Control and Communications

JUNE 7-10, 1965

at Executive House, 1515 Rhode Island Avenue, Washington, D. C.

Data Communications has become an integral part of the information interchange between managerial groups and operating elements. Efficient operation of data communication is prerequisite to effective management control. This Institute is directed toward the analysis of the impact modern data communications has had upon the management process. Cost—\$175.00.

Topics to be covered will include the latest advances in the integration of communications and data processing; evaluation; justification; planning and implementation phases of several major systems will be analyzed in detail by top management representatives of Government and industry.

For detailed information: Paul W. Howerton, Director, Center for Technology and Administration
The American University, 2000 G Street, N.W., Washington, D.C.

ADVANCE NOTICE

Center for Technology and Administration
The American University
announces

An Institute on Electronics and Automation in Publishing

Dr. Lowell H. Hattery, Director

10—13 MAY 1965

at

International Inn, Washington, D.C.

Revolutionary alterations in publishing are upon us and we must take immediate account of their effects.

Topics to be explored include electronic typesetting, transmission of text (including facsimile), film media and equipment for publishing, photo-offset technology effects on publication management, employee unions, effects of automated publishing on scientific communication and cultural exchange. Cost—\$175.00.

For detailed information: Paul W. Howerton, Director, Center for Technology and Administration
The American University, 2000 G Street, N.W., Washington, D.C.

OTHER INSTITUTES SCHEDULED THROUGH JUNE, 1965

I desire information as soon as it is available for the Institutes checked below:

April 12-15	Third Short Course on Electronic Information Displays.....	☐
April 26-29	10th Institute on Research Administration	☐
May 10-13	Institute on Electronics and Automation in Publishing.....	☐
May 17-19	Institute on Technical Literature Indexing.....	☐
May 19-20	Institute on Technical Literature Abstracting.....	☐
June 7-10	Institute on Management through Data Control and Communications.....	☐
June 7-18	19th Annual Institute on Modern Archives Administration.....	☐

APPLICATION FOR ENROLLMENT

Paul W. Howerton, Director

Center for Technology and Administration

The American University

2000 G Street, N.W. • Washington, D. C. 20006

I wish to enroll in the Institute on Advanced Computer Programming, to be held at the Executive House, 1515 Rhode Island Avenue, N.W., Washington, D. C., from May 10, 1965 through May 13, 1965.

NAME _____

ADDRESS _____

EMPLOYER'S NAME AND ADDRESS _____

APPLICANT'S POSITION _____

Tuition or statement of official approval for attendance must be received before enrollment can be assured. Checks should be made payable to The American University. The University reserves the right to withdraw the Institute if in its opinion the enrollment is insufficient to justify the program.

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